BEYOND

/////////////

A guide beyond a consistent and
captivating brand identity.

BEYONDIT
BRANDBOOK

Version 01.2025

Once upon a time, a group of human tech enthusiasts met. We can call them friends - because that's the truth. At that time, they couldn't evolve the way they actually wanted it. To be honest, they couldn't go beyond their visions and ideas.

And what they also got in common, is they couldn't stand (and never will) crappy code and crappy technology, but that's exactly what they found. So they changed it, made it high class. And here we are.

,,
CONSISTENCY IN BRAND
DESIGN IS LIKE HAVING
A TRUSTY RECIPE –
YOU STICK TO THE
INGREDIENTS TO ENSURE
A DELICIOUS OUTCOME,
BUT TO KEEP IT INTERESTING,
SOMETIMES YOU
NEED TO SPICE IT UP.

– Torben Eggerstorf, Brand Designer

THE HEART OF WHO WE ARE.

BEYOND BRAND

The blueprint of our brand's identity. Just as a compass
guides a traveler, our brand book serves as a guiding star
for everything we do.

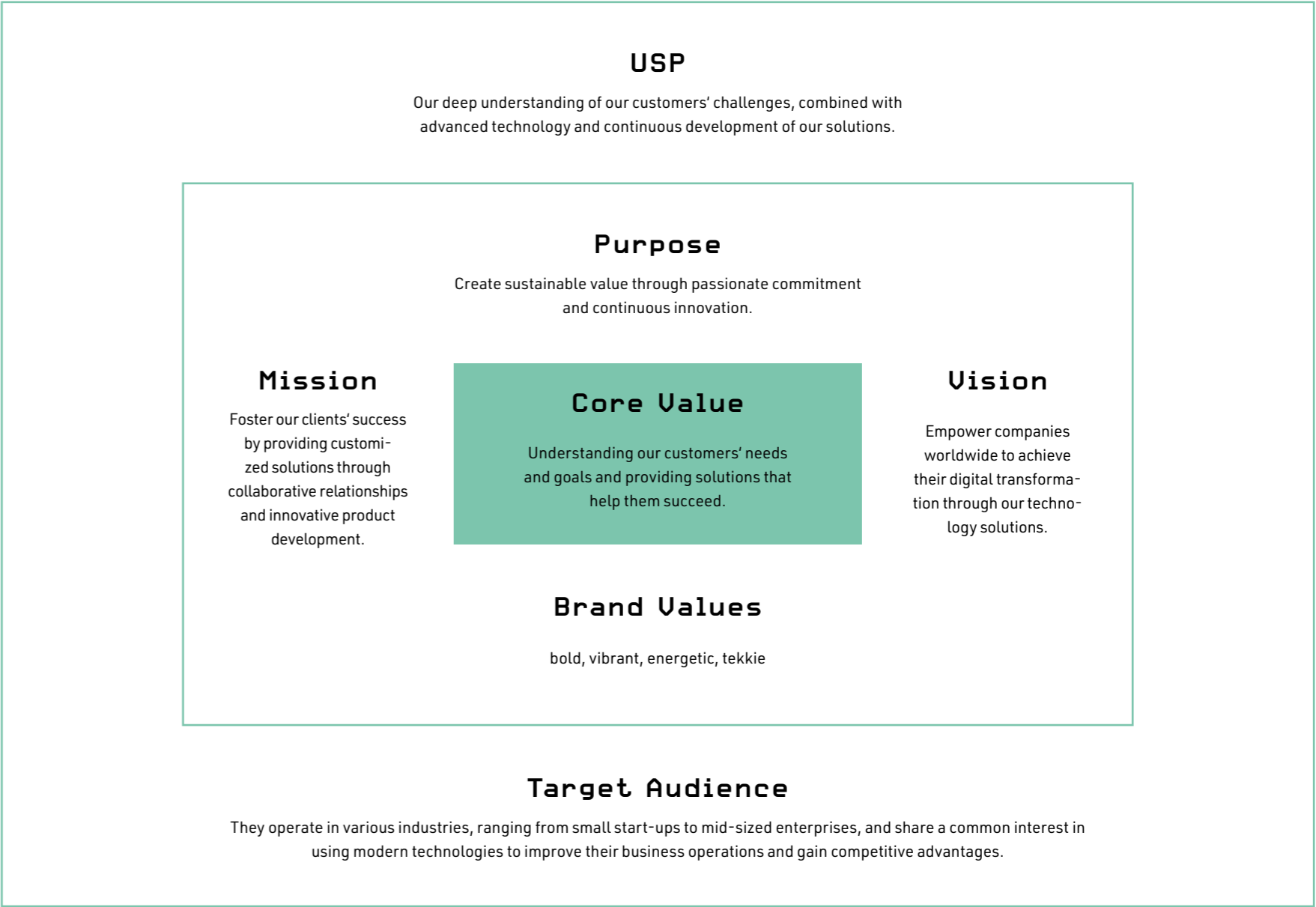# EMPOWERING DIGITAL TRANSFORMATION AND PROCESS OPTIMISATION.

We support companies in their digital transformation
and process optimization so they can focus on their
core competencies. Our team understands business
goals and simplifies processes through future-proof
software solutions.

With continuous innovation and adaptability,
we are more than just solution providers – we are
long-term partners.

WHAT WE STAND FOR AND WHY WE WON'T BUDGE.

BRAND VALUES

Our core beliefs shape everything we do. They're
the rock-solid principles that guide our decisions
and actions, no compromises.

USP

Our deep understanding of our customers' challenges, combined with
advanced technology and continuous development of our solutions.

Purpose

Create sustainable value through passionate commitment
and continuous innovation.

Mission

Foster our clients' success
by providing customi-
zed solutions through
collaborative relationships
and innovative product
development.

Core Value

Understanding our customers' needs
and goals and providing solutions that
help them succeed.

Vision

Empower companies
worldwide to achieve
their digital transforma-
tion through our techno-
logy solutions.

Brand Values

bold, vibrant, energetic, tekkie

Target Audience

They operate in various industries, ranging from small start-ups to mid-sized enterprises, and share a common interest in
using modern technologies to improve their business operations and gain competitive advantages.

WE **HELP TO IMPROVE** CUSTOMER SATISFACTION

We enable organizations to leverage the latest technology at affordable prices by offering innovative products based on Microsoft Dynamics 365, **helping them improve service quality and enhance customer satisfaction.**

WE **ENJOY SHARING** INSIGHTS AND SOLUTIONS

We passionately share our expertise through our blog, offer our source code as open source, and enjoy sharing our insights and solutions with the community, **so we can collectively overcome the challenges of digital transformation.**

WE WANT TO **ACHIEVE SUSTAINABLE** GROWTH

We help companies digitize, optimize, and future-proof their business processes by developing customized software solutions tailored to their specific needs, **enabling them to remain competitive in the digital landscape and achieve sustainable growth.**

WE ASSIST TO **FOCUS ON CORE** BUSINESS

We support medium-sized enterprises in increasing efficiency and reducing costs by providing seamlessly integrable and maintenance-free technology solutions, **allowing them to utilize their resources more effectively and focus on their core business.**

WE ARE   BUT NOT

We are customer-oriented /////////////////////////////////////// **but not** at all costs.

We are pecialized /// **but not** limited.

We are are proactive /// **but not** hasty.

We are solution-oriented ///////////////////////////////////// **but not** complicated.

We are collaborative // **but not** dependent.

We are affordable /// **but not** cheap.

UNDERSTANDING OUR CUSTOMERS' NEEDS AND GOALS AND PROVIDING SOLUTIONS THAT HELP THEM SUCCEED.

Bold: We forge new paths and we are willing to take risks to find innovative solutions.

Tekkie: As tech enthusiasts, we understand our customers' needs and develop solutions that meet their requirements.

Vibrant: Our brand is dynamic and full of energy. We strive to inspire and motivate our customers and employees.

Energetic: We bring enthusiasm and commitment to everything we do, aiming to achieve our goals with passion.

OUR REASON FOR BEING.

BRAND PURPOSE

This is the heart of our brand. The big why that
keeps us motivated and driven every single day.

OUR PURPOSE IS TO CREATE SUSTAINABLE VALUE THROUGH PASSIONATE COMMITMENT.

Our goal is to create real value through passion and innova-
tion. We love solving problems and use every challenge as
an opportunity for improvement.

Our close collaboration with clients enables positive chan-
ges, even in seemingly unsolvable tasks. Openness to new
ideas and a willingness to take innovative paths are the
foundation of our success.

WHAT WE DO AND HOW WE DO IT.

BRAND MISSION

Our mission outlines our path to making a real difference. It's our game plan for achieving our goals and leaving a mark.

OUR MISSION IS TO FOSTER OUR CLIENTS' SUCCESS

Our mission is to create customized solutions through close partnerships with our clients and continuous product development.

We stay ahead of the curve and drive innovation by experimenting with new and unconventional ideas. Our focus is on easy-to-implement solutions that provide real value and increase efficiency.

WHERE WE'RE HEADED.
BRAND VISION

A glimpse into the future we're working towards.
It's our ultimate dream and the big picture that
inspires us.

OUR VISION IS TO EMPOWER COMPANIES WORLDWIDE TO ACHIEVE THEIR DIGITAL TRANSFORMATION.

Our vision is to create a world where every company suc-
cessfully implements its digital transformation thanks to
our technology solutions.

We strive to be the reliable partner for companies of all
sizes by making their business processes more efficient.

WHAT MAKES US UNIQUE.

BRAND USP

Discover the secret sauce that sets us apart.
Our Unique Selling Proposition is what makes us
stand out in a crowded market.

OUR USP IS OUR DEEP UNDERSTANDING OF OUR CUSTOMERS' CHALLENGES.

Our USP lies in the unique combination of deep understanding of our customers' challenges and advanced technology. We delve deep into our customers' world to develop tailor-made solutions that precisely meet their specific needs.

With our continuous adaptability and readiness for innovation, we are not just solution providers but long-term partners who grow together with our clients.

WHO WE'RE HERE FOR.
TARGET AUDIENCE

Meet the people we aim to serve. Understanding their
needs and desires helps us create meaningful connections
and deliver value where it matters most.

CURRENT AND/OR PROSPECTIVE USERS OF MICROSOFT BUSINESS CENTRAL

Our target audience consists of emerging and growing
companies seeking innovative solutions to optimize their
digital processes and leverage new technologies.

They operate in various industries, ranging from small
start-ups to mid-sized enterprises, and share a common
interest in using modern technologies to improve their
business operations and gain competitive advantages.

LIMBIC-SYSTEM:

Performance-Motivated (Dominance): This group seeks solutions that provide a competitive advantage and help them succeed. They value innovative technologies that help them achieve their goals and increase efficiency.

Security-Oriented (Security): Security-oriented individuals prioritize stability and reliability. They prefer technology solutions that offer security and protect them from risks. They may hesitate to adopt new technologies unless they are convinced these meet their security needs.

Affiliative-Integrative (Belonging): This group looks for solutions that help them build a strong community and maintain relationships. They value technologies that promote collaboration and interaction with others and prefer solutions that help them feel part of a community.

SINUS-MILIEUS:

Performers: This group strives for success and progress. They are open to new ideas and technologies as long as these help them achieve their goals and optimize their business processes. They are tech enthusiasts and welcome innovative solutions that can provide them with a competitive advantage.

Sensory-Oriented (Mainstream): The sensory-oriented value security and reliability. They are open to new technologies as long as these help them work more efficiently and reduce costs. They prefer established brands and solutions that meet their needs and offer clear benefits.

Conservative-Established: This group prefers tried-and-true methods and is skeptical of changes. They may resist new technologies unless convinced that these offer clear advantages and can be seamlessly integrated into their existing processes.

BRAND ELEMENTS

A toolbox of all the visual and verbal cues that make us,
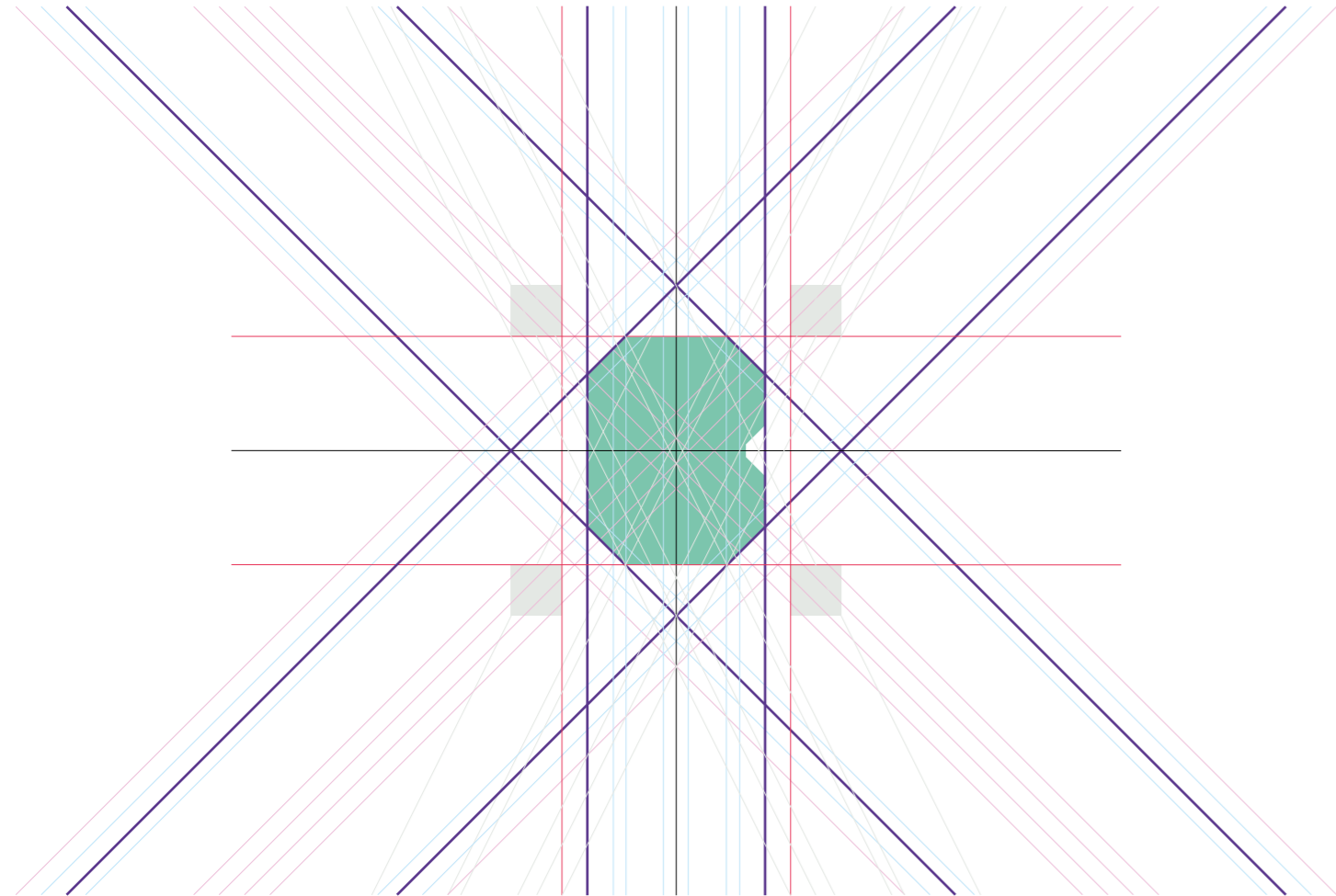well, us. Dive in and see how we bring our brand to life.

THE FACE OF OUR BRAND

BRAND LOGO

Our logo is more than just a symbol – it's our identity.
Simple, memorable, and instantly recognizable, it captures
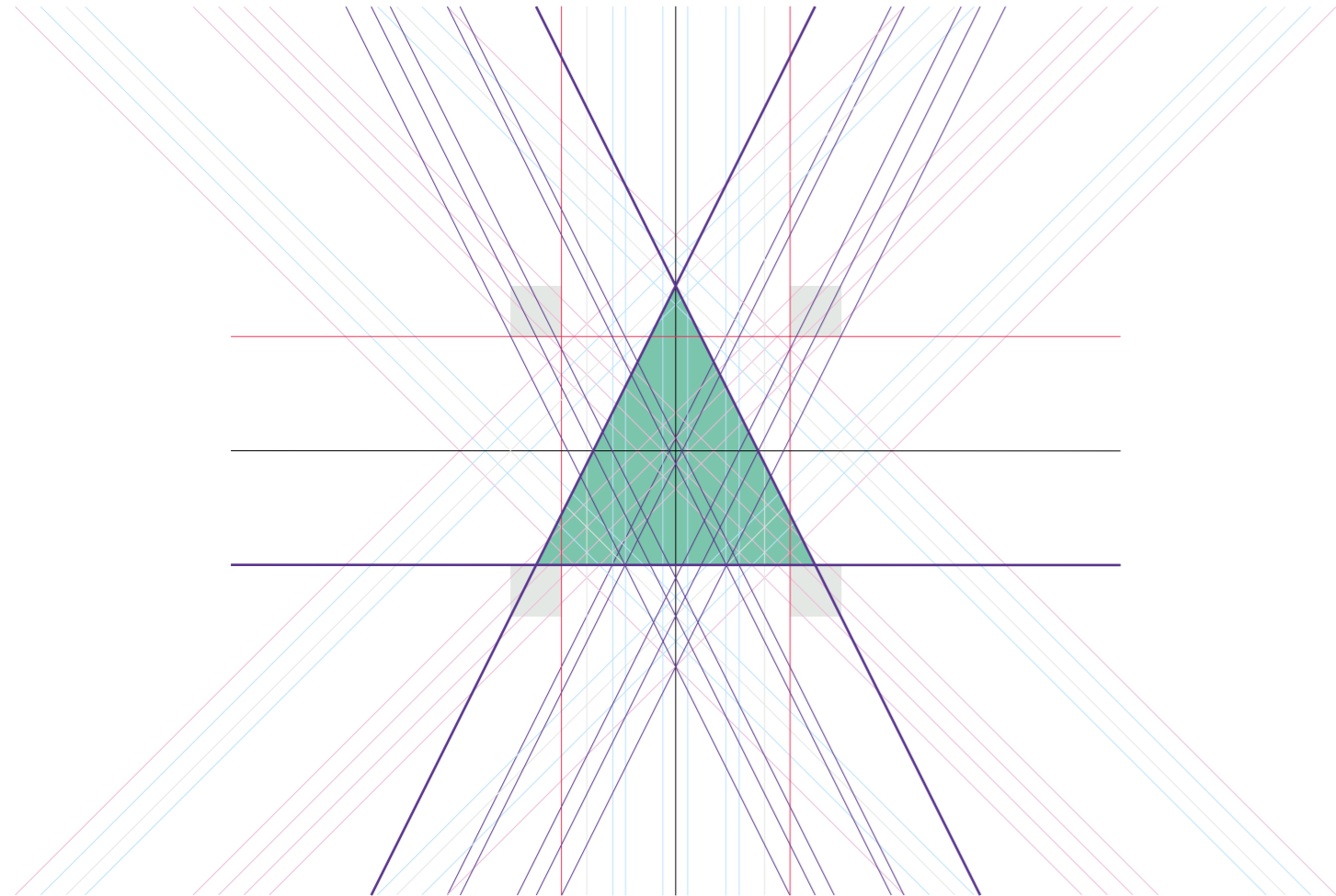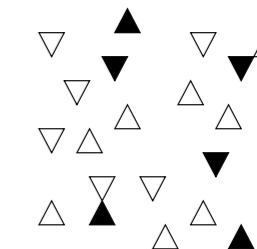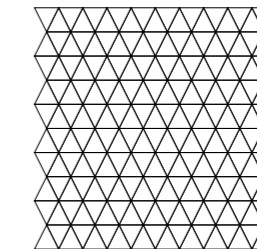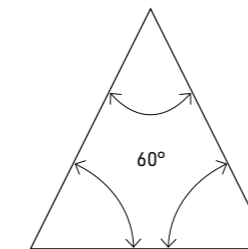the essence of who we are.
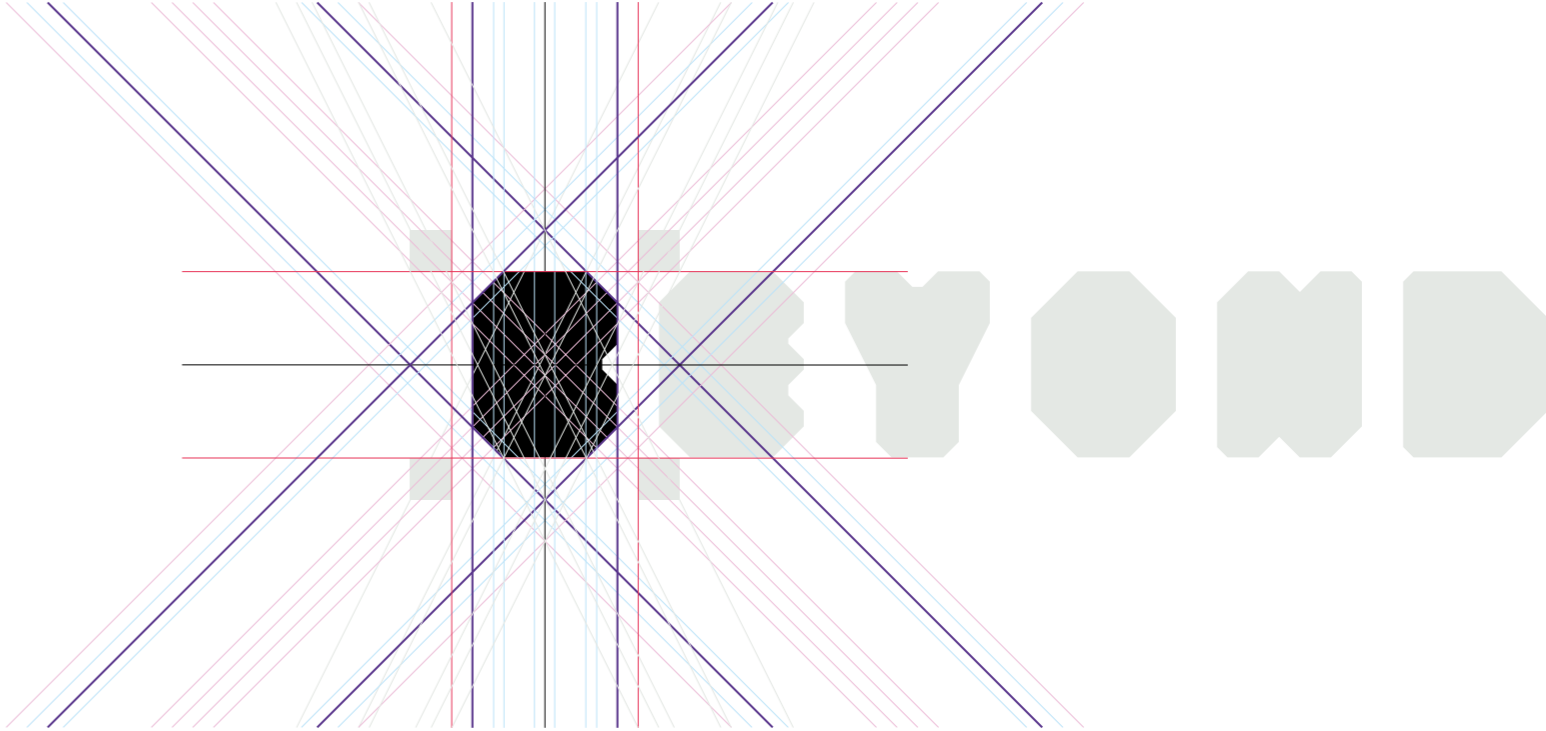
A SENSE OF INFINITY

Each character is constructed using a grid system that ensures consistency, balance, and harmony across all letterforms.
This grid serves as the backbone, guiding the placement of every curve, angle, and line.
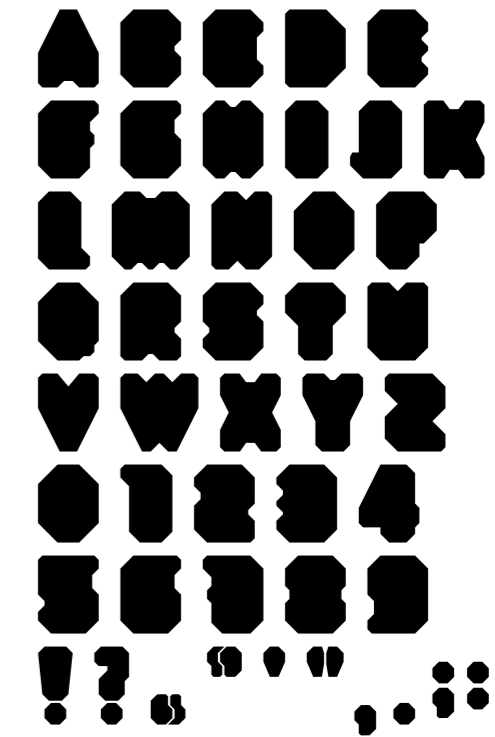
PATTERN RULES

- 10-15% des Grids haben farbige outlines.

- max. 5% sind mit der selben farbe gefüllt.

- max. 3 dreiecke bilden eine Kette.

- Das pattern liegt nie im Beschnitt. Es gibt keine halben Dreiecke.

SAFESPACE
BEYOND LOGO

A logo needs a safe space to ensure visibility and impact, preventing clutter and maintaining brand integrity across various applications.
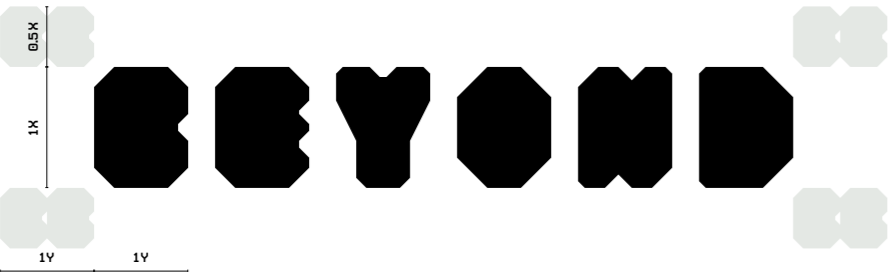
OPTIMAL COLOR
COMBINATIONS

Choosing the right color combinations is crucial for maintaining visual harmony and enhancing brand recognition. Recommended color pairings ensuring clarity, consistency, and an aesthetic across all platforms.
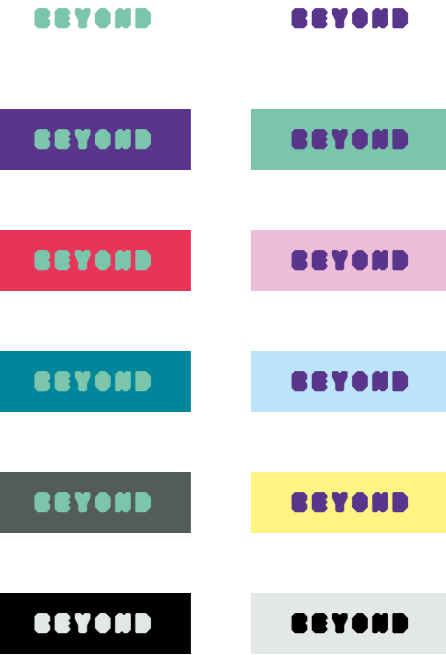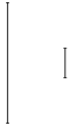
LOGO
OPTIONS

Our logo is like a beacon in the vast universe—it instantly identifies our brand and makes us recognizable across galaxies. It communicates who we are, builds trust, and differentiates us from the cosmic crowd. A well-designed logo creates a lasting connection, guiding our brand's journey through the stars. Treat it with care, and it will shine brightly, leading us to infinite success.

min 4mm / 8px

BEYOND

90°

BEYOND

B&W + GitHub | **BEYOND** | ⊞ Microsoft

Color + GitHub | **BEYOND** | ⊞ Microsoft
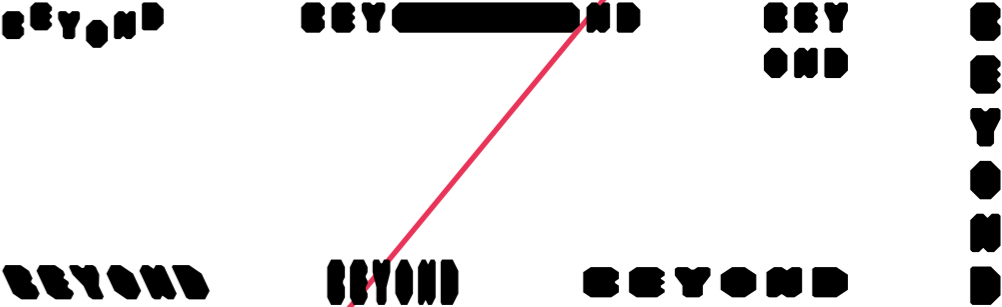
PRESERVE
THE LOGO'S
INTEGRITY

Remember, in the vast expanse of the branding universe, some things are just sacred. Our logo is one of them.

Our logo's unaltered form ensures that you recognize it instantly. Preserve its cosmic integrity, and let it shine bright across the brand galaxy.

SCOTTY ‚B'
ME UP

The favicon ist recognizable at small sizes, en-suring brand consistency and easy identification e.g. in browser tabs.

0.125X

1X

0.125X
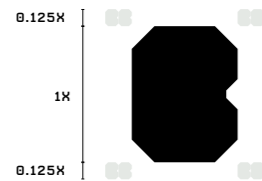
COLOR
COMBOS

Recommended color pairings ensuring clarity, consistency, and an aesthetic across all platforms.
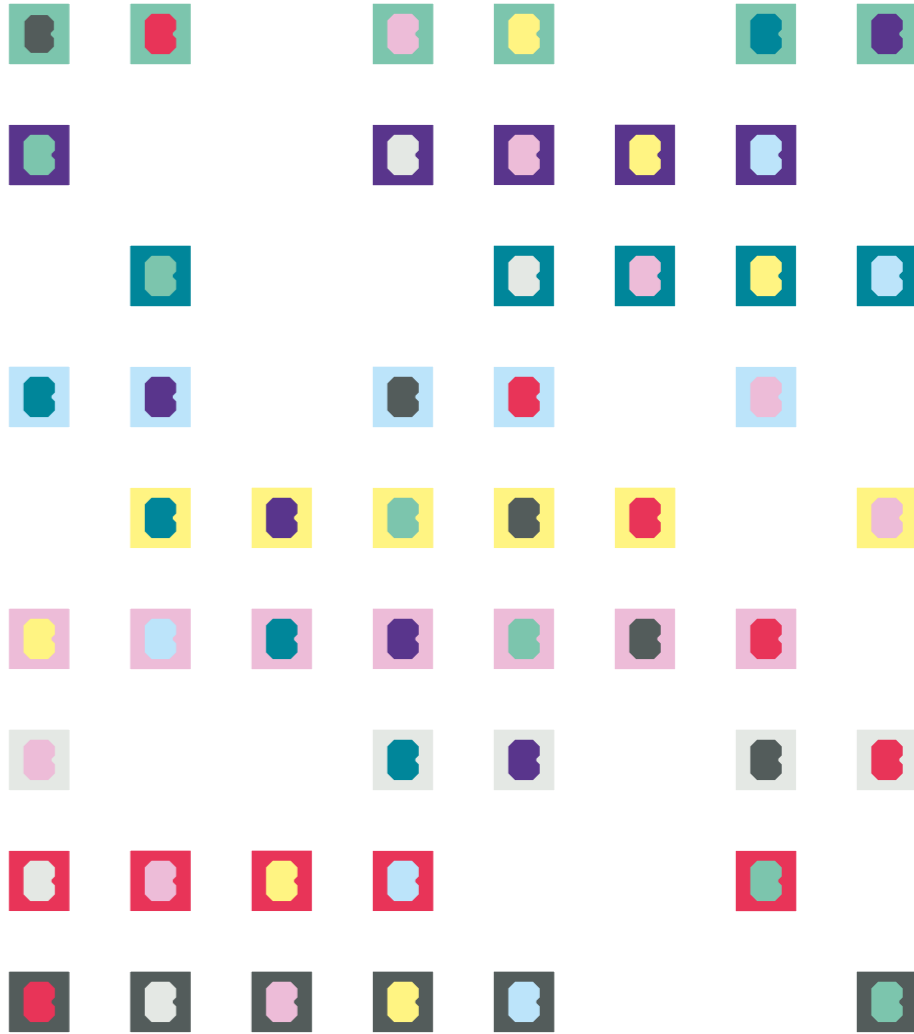
LOGO ADAPTATION

Our logo profile adaptation is the compact version of our brand's identity—a starburst of recognition in tight spaces. It's designed to maintain our essence and visibility across all dimensions, from app icons to social media avatars. This adaptive mark ensures our brand remains unmistakable, even in smaller formats, embodying our innovative spirit and cosmic vision. Handle it thoughtfully, and it will continue to shine as a symbol of trust and inspiration, no matter how small the canvas.

min 6mm / 16px

Profile 1x1

1.25X

1.5X

Favicon 1x1

1X

Tabs

● ● ● 🟩 Start | BEYONDIT GmbH ✕ 🟪 Products | BEYONDIT GmbH ✕

Tabs

● ● ● 🟩 Start | BEYONDIT GmbH ✕ 🟪 Products | BEYONDIT GmbH ✕
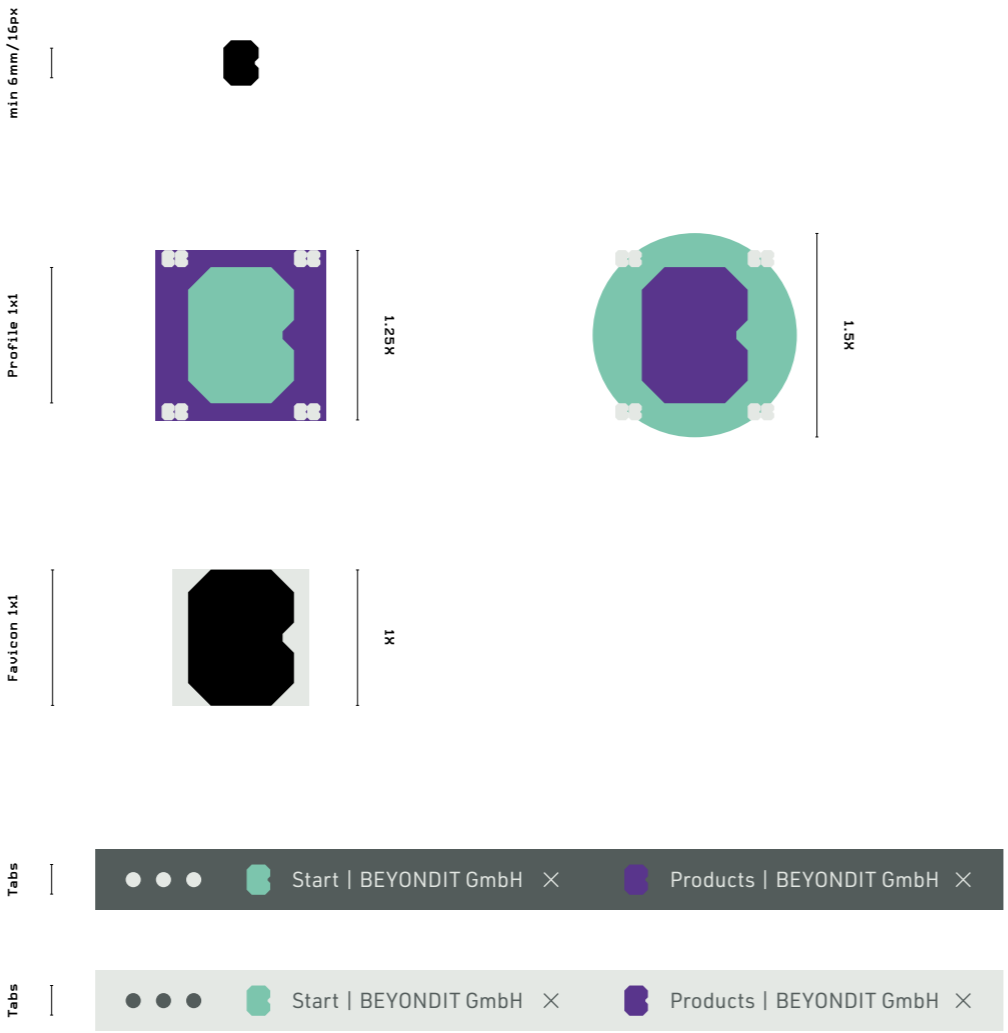
RESPECT THE FAVICON'S INTEGRITY

In the digital cosmos, the favicon holds a vital place. Its unaltered form guarantees instant recognition in browser tabs and bookmarks.

Preserve its clarity and consistency, allowing it to be a beacon of our brand in the vast online universe.
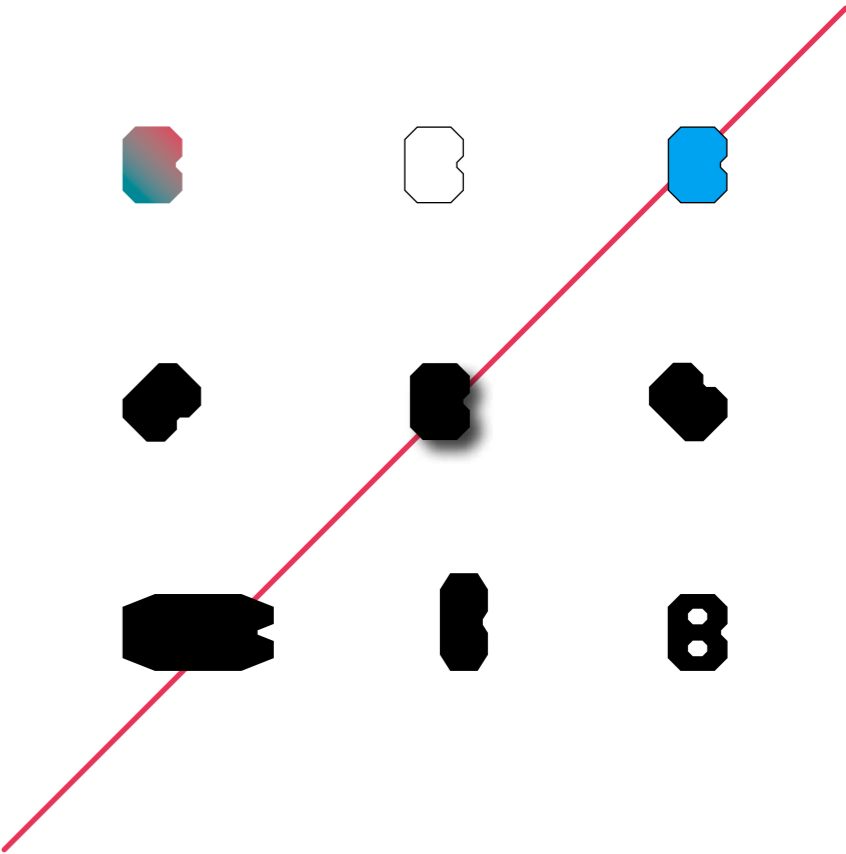
COLORS OF INNOVATION: A GALACTIC PALETTE

BRAND COLOR

Each hue is carefully selected to reflect our cosmic journey through the tech galaxy, illuminating the path to a brighter future.

Nebula Glow

Like the birth of stars in a nebula, this vibrant teal symbolizes the genesis of groundbreaking ideas and endless possibilities. It's the spark that ignites our creativity.

Default	Shade
HEX: #5afabe	HEX: #0adca0
RGB: 90, 250, 190	RGB: 10, 220, 160
CMYK: 55, 0, 40, 0	**Tint**
Pantone: 3385 C	HEX: #b4ffe6
RAL: 6019	RGB: 180, 255, 230

Default (Digital / Print) — Shade (Digital) — Tint (Digital)

Vivid Pulsar

This powerful purple is reminiscent of a pulsar's relentless rhythm, echoing our dedication and relentless drive towards technological excellence.

Default	Shade
HEX: #8232fa	HEX: #6400d2
RGB: 130, 50, 250	RGB: 100, 0, 210
CMYK: 80, 90, 0, 0	**Tint**
Pantone: 2665 C	HEX: #aa6ef0
RAL: 4008	RGB: 170, 110, 240

Default (Digital / Print) — Shade (Digital) — Tint (Digital)

Default	Shade	Tint

Solar Flare

Bright and energetic, Solar Flare captures the radiant energy of the sun, driving our passion for innovation. This yellow hue represents the limitless power of our technological endeavors.

Default	Shade
HEX: #fafa64	HEX: #fae650
RGB: 250, 250, 100	RGB: 255, 255, 170
CMYK: 0, 0, 60, 0	**Tint**
Pantone: 388 C	HEX: #ffffaa
RAL: 1016	RGB: 250, 230, 80

Default	Shade	Tint

Cosmic Ice

As cool and boundless as the interstellar space, this light blue shade signifies our calm and calculated approach to solving the toughest challenges. It's our commitment to clarity and precision.

Default	Shade
HEX: #a0ffff	HEX: #78dcdc
RGB: 160, 255, 255	RGB: 120, 220, 220
CMYK: 30, 0, 0, 0	**Tint**
Pantone: 306 C	HEX: #dcffff
RAL: 6027	RGB: 220, 255, 255

Default	Shade	Tint

Galactic Blossom

Soft yet impactful, this pink embodies the harmonious blend of creativity and technology. It's the bloom of new ideas in the vast expanse of our digital cosmos.

Default	Shade
HEX: #ffb9ff	HEX: #dc96dc
RGB: 255, 185, 255	RGB: 220, 150, 220
CMYK: 5, 35, 0, 0	**Tint**
Pantone: 236 C	HEX: #ffe1ff
RAL: 4003	RGB: 255, 225, 255

Default	Shade	Tint

Aurora Ray

Inspired by the ethereal northern lights, Aurora Ray represents our pioneering spirit and the cutting-edge technology we bring to the forefront. It's the beacon leading us through the innovation landscape.

Default	Shade
HEX: #008ca0	HEX: #146e82
RGB: 0, 140, 160	RGB: 20, 110, 130
CMYK: 100, 0, 30, 20	**Tint**
Pantone: 7468 C	HEX: #32b4c8
RAL: 5018	RGB: 50, 180, 200

Default	Shade	Tint

Supernova Burst

Dynamic and bold, this red captures the explosive energy of a supernova, symbolizing the transformative impact we aim to achieve with our technological breakthroughs.

Default	Shade
HEX: #fa2d5a	HEX: #c8003c
RGB: 250, 45, 90	RGB: 200, 0, 60
CMYK: 0, 90, 50, 0	**Tint**
Pantone: 1925 C	HEX: #ff648c
RAL: 3024	RGB: 255, 100, 140

BEYOND // BRAND ELEMENTS / BRAND COLOR

Default	Shade	Tint

Deep Space

Mysterious and profound, Dark Matter represents the depth of our technological expertise and the unseen forces that propel us forward.

Default

HEX: #464b46

RGB: 70, 75, 70

CMYK: 20, 0, 0, 80

Pantone: 426 C

RAL: 6009

Shade

HEX: #323732

RGB: 50, 55, 50

Tint

HEX: #646964

RGB: 100, 105, 100

Default

Dark Matter

Mysterious and profound, Dark Matter represents the depth of our technological expertise and the unseen forces that propel us forward.

Default

HEX: #0a0a14

RGB: 10, 10, 20

CMYK: 20, 0, 0, 100 / Black

Pantone: Black

RAL: 9005

Default	Shade	Tint

Lunar Dust

This serene light grey mirrors the surface of the moon, reflecting our steady and reliable presence in the tech industry.

Default

HEX: #e6ebe6

RGB: 230, 235, 230

CMYK: 5, 0, 5, 10

Pantone: 427 C

RAL: 7047

Shade

HEX: #dce1dc

RGB: 220, 225, 220

Tint

HEX: #f0f5f0

RGB: 240, 245, 240

Default

Stardust Veil

Pure and minimalistic, Stardust Veil represents the clarity and simplicity we strive for in our solutions, making technology accessible to all.

Default

HEX: #fafcfa

RGB: 250, 252, 250
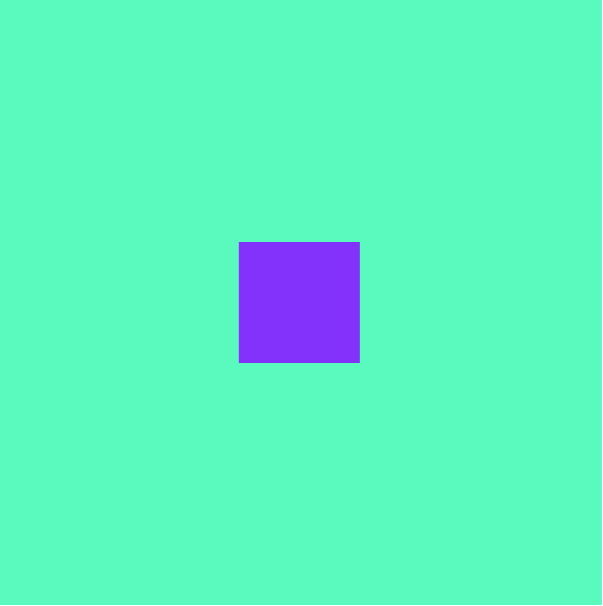
CMYK: 0, 0, 0, 0 / Papier

Pantone: 663 C

RAL: 9016

COLOR RULES

Only two colors should ever be used together, except in combination with neutral colors. But the ratio must always be ensured.

BEYOND // BRAND ELEMENTS / BRAND COLOR
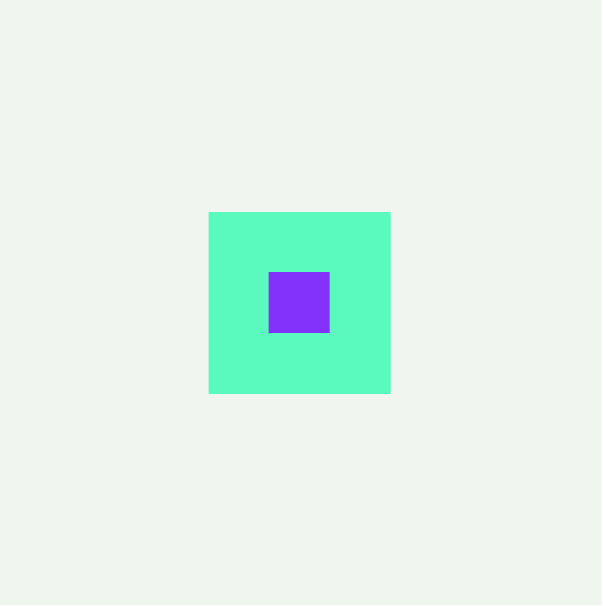
Primary Color Rule

60%   **30%**   **10%**

Neutrals   Color1   Color2

Secondary Color Rule

80%   **20%**

Color1   Color2

HOW WE SOUND.

TONE OF VOICE

Our distinct way of speaking that reflects our personality
and connects with our audience.

TBD
???

NOTATION AND FORMATTING

Du / Sie

15.03.2024
15. März 2024

18:30 Uhr
18 Uhr

€ 1.299,99
€ 1.200,00
€ 0,42

BEYONDIT GmbH
Schauenburgerstraße 116,
24 118 Kiel

vorname.nachname@beyondit.gmbh
Tel: +49 123 456 789 0
Tel: +49 431 3630 3700
moin@beyondit.gmbh
www.beyondit.gmbh

STYLE CHARACTERISTICS OF THE TEXT

Our tone should be friendly, approachable, and professional. We aim to make our customers feel heard and understood while projecting trust and authority in our industry. The tone should be human and inviting, without losing its seriousness and intelligence.

Inspirational and Enthusiastic Tone:
The text conveys a strong passion for technology and innovation.

Cosmic Metaphors:
The text is using terms and imagery from the realm of space and astronomy. (But do not overuse!)

Modern and Tech-Oriented:
The text is technology-centric and emphasizes the importance of innovation and modern solutions.

Clear and Direct:
The sentences are concise and direct, without unnecessary complexity.

Inviting and Inclusive:
The text speaks directly to readers and invites them to become part of the community.

Lightly Humorous:
There are light touches of humor, giving the text a human and friendly tone (e.g., „Did you read all that?!").

Collaboration and Community:
A strong sense of community and the importance of collaboration is emphasized.

OUR TEXT IN STYLE.

TYPOGRAPHY

The fonts that give our words a unique
look, making sure every letter counts.

CARBON

Aa

Usage: Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !§$%&/(]€@?*:;:.,

Carbon Thin
Carbon Bold

HEADLINE 1

HEADLINE 2

Headline 3

Headline 4 / Meta Headline

URW DIN

Aa

Usage: Main Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !§$%&/()€@?=;:.,

URW DIN Thin Italic
URW DIN Light
URW DIN Regular
URW DIN Bold

Nulpa nihitatur, sanda nonseque mint. Evelit,
consequ **assimin rehent** occabores demquae non
rae velessi meturi ilit qui volorupient ad

MENLO

Aa

Usage: Code

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !§$%&/(){}€@?=;:.,

Menlo Regular
Menlo Italic
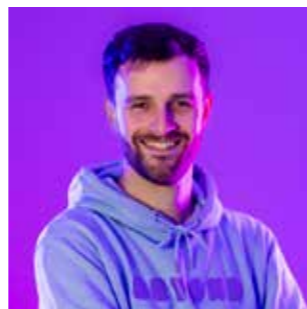**Menlo Bold**
Menlo Bold Italic

```
function greet() {
    return „Hello, Universe!"; // „Hello Universe!"
}
```

CAPTURING OUR ESSENCE.

PHOTOGRAPHY

Powerful images that reflect who we
are and what we stand for.

DYNAMIC
AND VIBRANT
VISUAL STYLE

Our photographic style radiates energy and modernity. Bold, gradient backgrounds with vibrant hues create a futuristic and tech-driven atmosphere, while carefully placed lighting adds depth and a cosmic touch.

The compositions are clean and centered, emphasizing the individuality of each person and their connection to the brand. Casual yet confident poses paired with cozy branded apparel invite viewers to join a community that feels approachable and inspiring. This visual identity reflects innovation, authenticity, and a forward-thinking mindset.
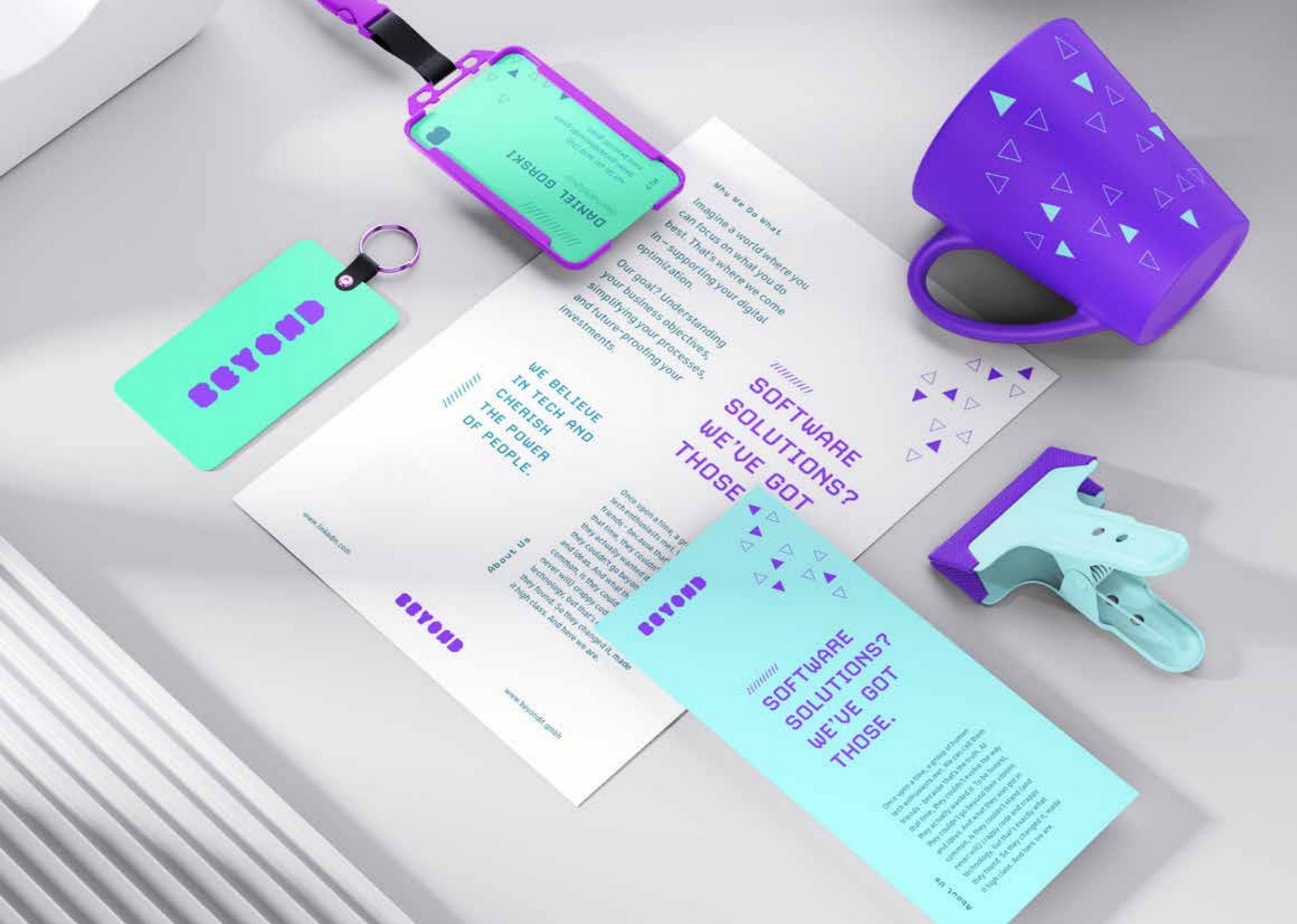
BEYOND // BRAND ELEMENTS / PHOTOGRAPHY

PROOF IN ACTION.

EXAMPLES

Real-life applications of our brand elements in action, showing how it all comes together.

STORAGE
///////// 001

KITCHEN
///////// 002

ARCADE
///////// 003

BRIDGE
///////// 004

OFFICE
///////// 005

OFFICE
///////// 006

OFFICE
///////// 007

OFFICE
///////// 008

BEYOND // BRAND ELEMENTS / EXAMPLES

BEYOND PRODUCTS

BEYOND

Price list – Last updated 10.2024

Product names	Price per month	Price per year
	unlimited number of users	unlimited number of users
Beyond AdditionalInformation	20,00 €	220,00 €
Beyond AdvancedSerialNos	20,00 €	220,00 €
Beyond AttributesCore	20,00 €	220,00 €
Beyond Barcodes	35,00 €	385,00 €
Beyond Calculation	50,00 €	550,00 €
Beyond Catalog	50,00 €	550,00 €
Beyond Certificates	Free	Free
Beyond ChangeSerialNo	20,00 €	220,00 €
Beyond CloudConnector	150,00 €	1.650,00 €
Beyond Cues	50,00 €	550,00 €
Beyond DataImporter	50,00 €	550,00 €
Beyond FixedPrice	20,00 €	220,00 €
Beyond Indicator	20,00 €	220,00 €
Beyond InventoryDetails	20,00 €	220,00 €
Beyond ManufacturerGroupType	20,00 €	220,00 €
Beyond PersonInCharge	20,00 €	220,00 €
Beyond PriceChanges	50,00 €	550,00 €
Beyond RecordSearch	30,00 €	330,00 €
Beyond Reports	150,00 €	1.450,00 €
Beyond Scheduler	100,00 €	1.100,00 €
Beyond Service	50,00 €	550,00 €
Beyond ServiceAPI	100,00 €	1.100,00 €
Beyond ServiceItemTracking	20,00 €	220,00 €
Beyond ServiceRequisition	30,00 €	330,00 €
Beyond ServiceTimeTracking	100,00 €	1.100,00 €
Beyond TradeIn	20,00 €	220,00 €
Beyond UsedPartsTax	20,00 €	220,00 €

BEYONDIT GmbH
Schauenburgerstraße 116,
24 118 Kiel
www.beyondit.gmbh

Why We Do What

Imagine a world where you can focus on what you do best. That's where we come in — supporting your digital optimization.

Our goal? Understanding your business objectives, simplifying your processes, and future-proofing your investments.

**WE BELIEVE
IN TECH AND
CHERISH
THE POWER
OF PEOPLE.**
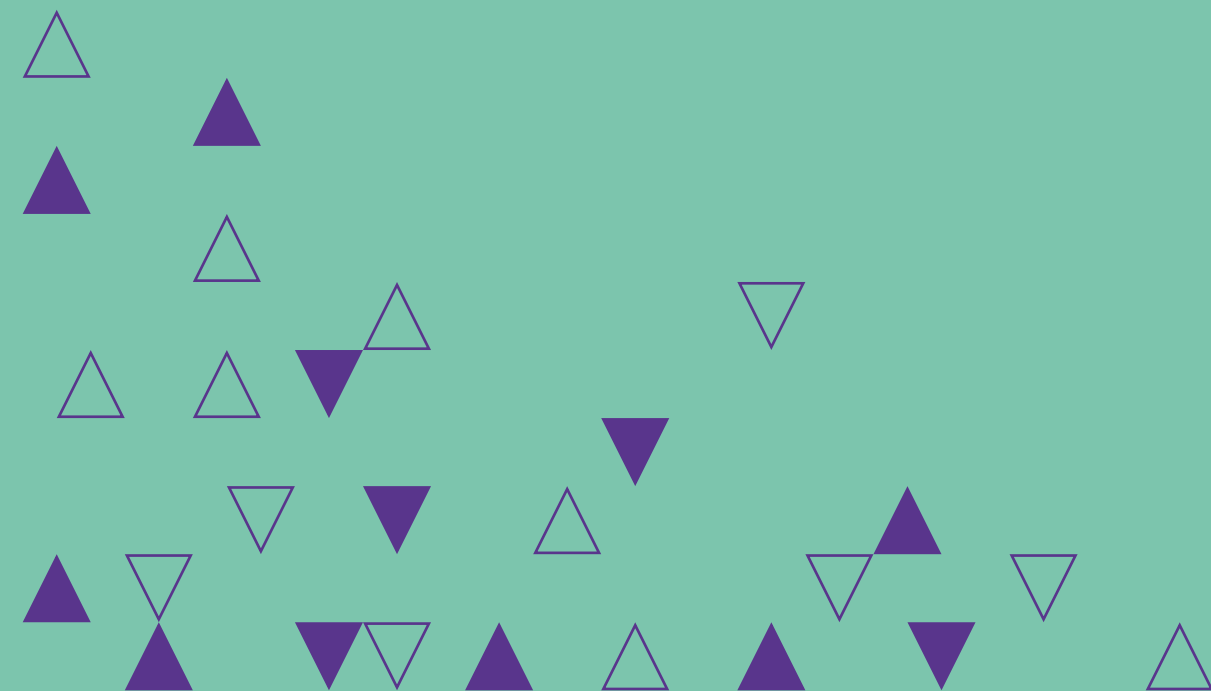
SOFTWARE SOLUTIONS? WE'VE GOT THOSE.

Once upon a time, a group of human tech enthusiasts met. We can call them friends – because that's the truth. At that time, they couldn't evolve the way they actually wanted it. To be honest, they couldn't go beyond their visions and ideas. And what they also got in common, is they couldn't stand (and never will) crappy code and crappy technology, but that's exactly what they found. So they changed it, made it high class. And here we are.

About Us

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